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has been patronized by their Royal Highnesses Prince Leopold and the Princess Louise, the Marquis of Lorne, Lord and Lady Lansdowne, Lord and Lady Stanley, Lord and Lady Aberdeen, Lord and Lady Minto and the best families.

300 rooms, 120 of them en suite with bath, long distance telephone in every room; elegantly furnished throughout, cuisine and service of the highest order of excellence.

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#### The New Russell

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250 rooms

American Plan \$3.00 to \$5.00.  
European Plan \$1.50 to \$3.50.

\$150,000.00 spent upon Improvements

#### La Corona Hotel

(Home of the Epicure)  
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European Plan \$1.50 up. John Healy  
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#### King Edward Hotel

TORONTO, CANADA  
—Fireproof—

Accommodation for 750 guests. \$1.50 up.  
American and European Plans.

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Geo. A. Spear, President

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#### Hotel Mossop

TORONTO, CANADA. F. W. Mossop, Prop.  
European Plan. Absolutely Fireproof

RATES  
Rooms without bath, \$1.50 up  
Rooms with bath, \$2.00 up

#### Palmer House

TORONTO, CANADA H. V. O'CONNOR, Prop.

RATES  
\$2.00 TO \$3.00

#### Calgary, Alberta, Can.

Queen's Hotel Calgary, the commercial metropolis of the Last Great West. Rates \$2.00 and \$2.50 per day. Free Bus to all trains. H. L. STEPHENS, Prop.



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Established 1742.

Great age and fine bouquet with guarantee of purity are its recommendation.

Always ask for **WHITE HORSE** specially if you want it.

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# The Canadian Courier

A National Weekly

Published at 12 Wellington St. East, by the Courier Press, Limited.

## CONTENTS

The Bi-Lingual Controversy in Ontario .....	5
Medical Sophomore-Freshmen Rush at Queen's .....	6
Canada's First Warships, by J. W. Plewman .....	7
Reflections .....	8
Niagara Falls Power At Berlin .....	9
The Garden City Idea, by Norman Patterson .....	10
Cartoon by J. W. Bengough .....	10
The Mystery of the Tower, Serial Story by Andrew Loring..	11
The Little Bull of the Barrens, Story, by Chas. G. D. Roberts	12
Up in Lochieux Land, by Augustus Bridle .....	14
Rifle Shooting and Afternoon Tea .....	16
Demi-Tasse .....	17
People and Places .....	18
The Scrap Book .....	19
Money and Magnates .....	20

## Editor's Talk

ANY person who missed the first instalment of our new serial may get a copy of it by making proper use of a postcard. We give fair warning, however, that it is a thriller, and that those who start it will read it through to the end. However, it is wholesome, and contains absolutely nothing to offend the most sensitive reader of fiction.

THIS week we offer a year's subscription for the best hundred-word opinion as to which advertisement in this issue is most "artistic." If the winner can put his opinion in fewer words, so much the better. Last week it was "convincing"; this week it is "artistic." Don't get mixed. Further, do not let the size of the advertisement influence you. Answers must be received by Nov. 5th. Address "Advertising Competition, Canadian Courier, Toronto."

NEXT week we shall have a "Hallowe'en and Thanksgiving" number, with a full array of special features. It should make a special appeal to all classes of readers. Indeed, from this time forward we hope to publish the largest and best issues of the year. So far, we have given our friends about twenty per cent. more reading matter and pictures than in the same period last year. The increase will be even greater during the next two months, and that increase will consist of the cream of current literature and art.



IF TESTIMONIALS REGARDING  
**HAMILTON'S** Hand Woven  
IRISH GOODS

have any significance, we can furnish many. We believe the splendid lot of Samples of Homespun, Tweeds, Poplins, Linens, etc., etc., also Catalogue, which will be sent free on application are the best testimonials of our goods.

THE WHITE HOUSE,  
Desk 34  
PORTRUSH, IRELAND.



**PURITY FLOUR**  
"More bread and better bread" 35

**Pleases people hard to satisfy**



Insist that your dealer always send O'KEEFE'S "PILSENER"  
"THE LIGHT BEER IN THE LIGHT BOTTLE" (Registered)

**The O'Keefe Brewery Co. of Toronto, Limited**



## Mail Contract

SEALED TENDERS addressed to the Postmaster General, will be received at Ottawa until Noon, on FRIDAY, 11th November, 1910, for the conveyance of His Majesty's Mails, on a proposed Contract for four years three times per week each way, between COLLINGWOOD and GIBRALTER from the 1st January next. Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Collingwood, Gibraltar, Banks & Mairs Mills and at the Office of the Post Office Inspector at Toronto.  
POST OFFICE DEPARTMENT,  
Mail Service Branch  
Ottawa, 23th September, 1910.  
G. C. Anderson,  
Superintendent.

**FIRE PROOF GLASS  
WINDOWS**  
HOLLOW SHEET METAL SASH & FRAME  
**METALLIC ROOFING CO.**  
LIMITED.  
TORONTO, CANADA.